



Office of Travel and Tourism Industries

United States Travel and Tourism Exports, Imports, and the Balance of Trade: 2010



U.S. Travel & Tourism Trends: International Visitor Spending



Travel and Tourism Stats-at-a-Glance

Did You Know...?

...that the U.S. travel and tourism industry generates more than \$1.3 trillion in economic output for the U.S. economy each year?

...that U.S. travel and tourism-related industries support more than 7.7 million American jobs?

...that the United States welcomed nearly 60 million international visitors in 2010?

...that in 2010 international visitors spent more than \$134 billion experiencing the United States?

...that travel and tourism exports account for 25% of U.S. services exports and 7% of all U.S. exports?

...that in 2010 the United States enjoyed a \$31.7 billion travel and tourism balance of trade surplus?

International Visitor Spending in the United States: 2010

United States Travel and Tourism Exports Rebound in 2010

Total international visitor spending in the United States dropped precipitously in 2009, resulting in a record-setting year-over-year decline of \$21.0 billion (15%). For perspective, the tragic attacks of September 11, 2001, facilitated a \$13.3 billion decline in U.S. travel and tourism-related exports (13%) when compared to 2000. Since then, however, the industry has been in recovery, though still falling short of the records set in 2008. In total (travel receipts + passenger fare receipts), international visitors spent \$134.4 billion experiencing the United States in 2010, averaging nearly \$1.2 billion more a month than the year before.

Travel receipts—purchases of travel and tourism-related goods and services by international visitors traveling in the United States—totaled \$103.1 billion for the year, an increase of nearly 10% when compared to 2009. These goods and services include

food, lodging, recreation, gifts, entertainment, local transportation in the United States, and other items incidental to foreign travel.



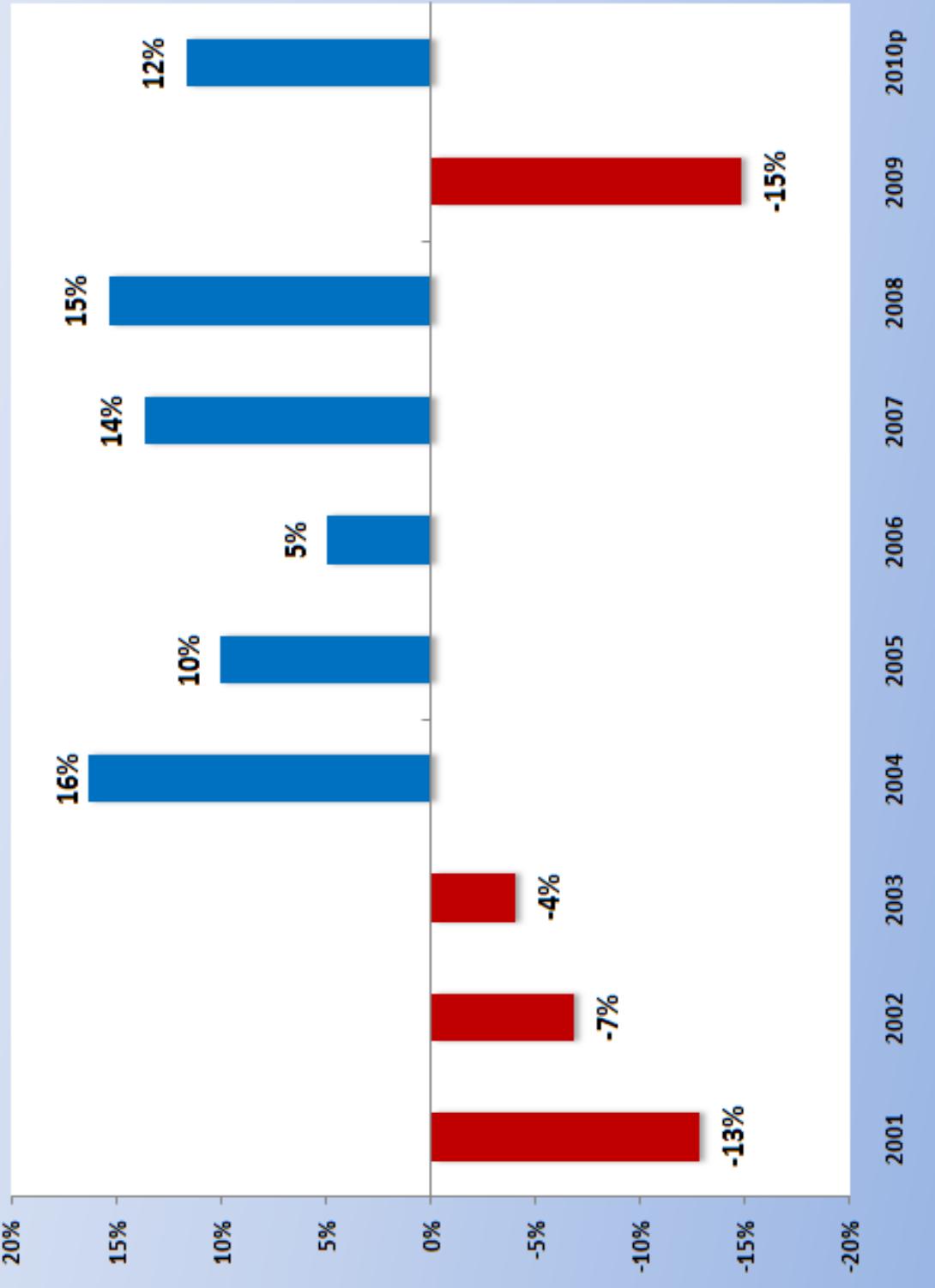
Passenger fare receipts—fares received by U.S. carriers (and U.S. vessel operators) from international visitors—increased more than 18 percent to \$31.3 billion for the year.

Our **Balance of trade**—exports minus imports—improved appreciably in 2010, increasing from a \$21.1 billion trade surplus to a nearly \$31.7 billion surplus, 50 percent more favorable than in 2009.

2009 proved to be a very difficult year for U.S. travel and tourism industries. However, with the major impact of the economic downturn behind us, the industry began its recovery in 2010 and international visitors once again opened up their wallets and injected more than \$134 billion into local economies across the country.

U.S. Travel & Tourism Trends: International Visitor Spending

Change in 'U.S. Travel and Tourism Exports (2001 - 2010)'



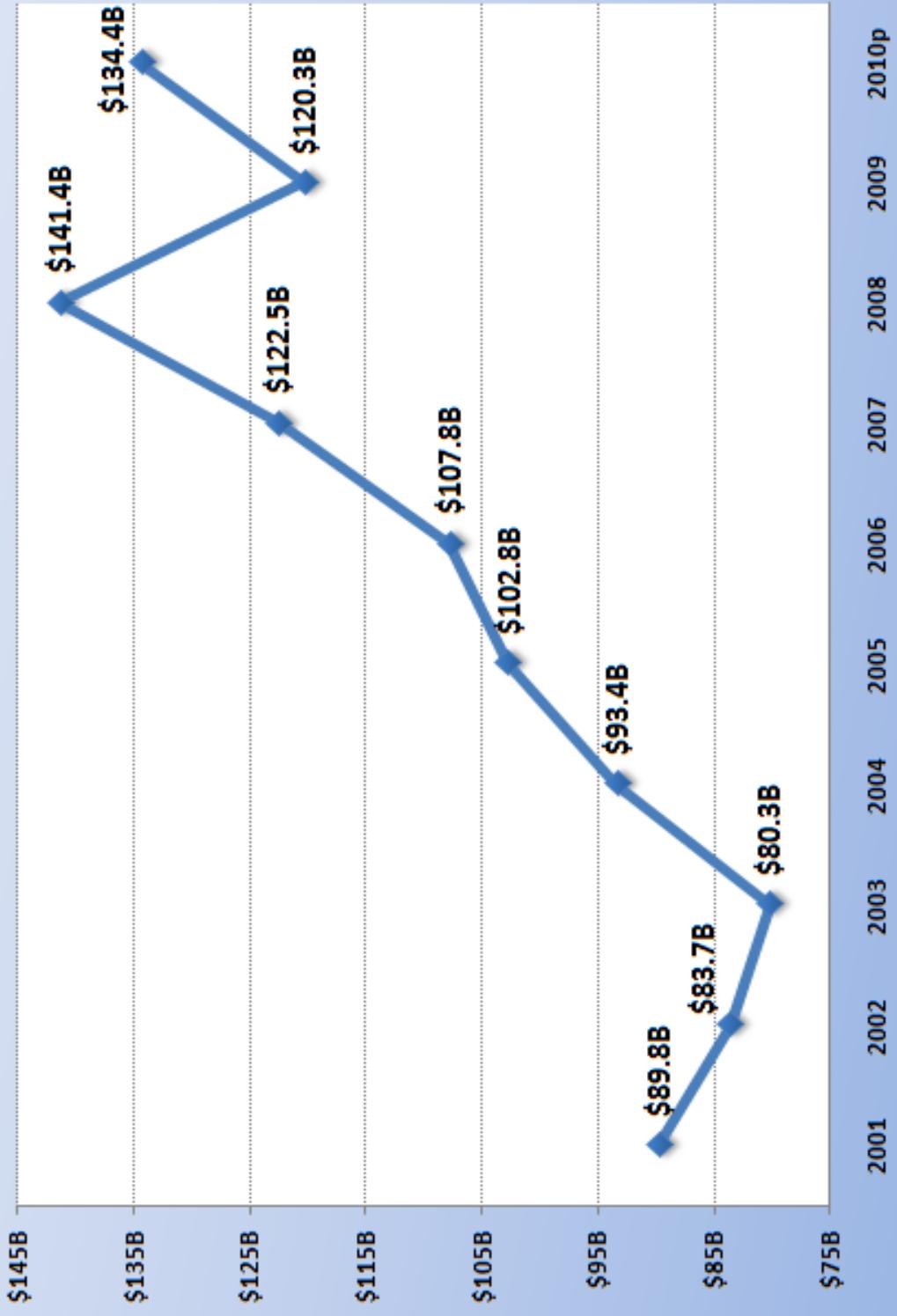
(p) Preliminary.

Total U.S. Travel and Tourism Exports = "Travel" Receipts + "Passenger Fare" Receipts.

Source: U.S. Department of Commerce, International Trade Administration, Manufacturing and Services, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (May 2011).

U.S. Travel & Tourism Trends: International Visitor Spending

Total U.S. Travel and Tourism Exports (2001- 2010) International Visitor Spending in the United States



(p) Preliminary.

Total U.S. Travel and Tourism Exports = "Travel" Receipts + "Passenger Fare" Receipts.

Source: U.S. Department of Commerce, International Trade Administration, Manufacturing and Services, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (May 2011).

U.S. Travel & Tourism Trends: International Visitor Spending

International Visitor Spending (Exports) and U.S. Spending Abroad (Imports)

[Millions of U.S. Dollars]

| Receipts (Exports) | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 ^p |
|---------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------------------|
| Total | \$89,819 | \$83,651 | \$80,250 | \$93,397 | \$102,769 | \$107,825 | \$122,542 | \$141,380 | \$120,341 | \$134,389 |
| % Change | -13% | -7% | -4% | 16% | 10% | 5% | 14% | 15% | -15% | 12% |
| Travel | \$71,893 | \$66,605 | \$64,359 | \$74,546 | \$81,799 | \$85,789 | \$96,896 | \$109,976 | \$93,917 | \$103,094 |
| % Change | -13% | -7% | -3% | 16% | 10% | 5% | 13% | 13% | -15% | 10% |
| Passenger Fares | \$17,926 | \$17,046 | \$15,891 | \$18,851 | \$20,970 | \$22,036 | \$25,646 | \$31,404 | \$26,424 | \$31,295 |
| % Change | -13% | -5% | -7% | 19% | 11% | 5% | 16% | 22% | -16% | 18% |
| Payments (Imports) | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010^p |
| Total | \$82,833 | \$78,684 | \$78,436 | \$90,468 | \$95,119 | \$99,605 | \$104,768 | \$112,289 | \$99,210 | \$102,732 |
| % Change | -7% | -5% | 0% | 15% | 5% | 5% | 5% | 7% | -12% | 4% |
| Travel | \$60,200 | \$58,715 | \$57,447 | \$65,750 | \$68,970 | \$72,104 | \$76,331 | \$79,726 | \$73,230 | \$74,646 |
| % Change | -7% | -2% | -2% | 14% | 5% | 5% | 6% | 4% | -8% | 2% |
| Passenger Fares | \$22,633 | \$19,969 | \$20,989 | \$24,718 | \$26,149 | \$27,501 | \$28,437 | \$32,563 | \$25,980 | \$28,086 |
| % Change | -7% | -12% | 5% | 18% | 6% | 5% | 3% | 15% | -20% | 8% |
| Balance of Trade | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010^p |
| Trade Surplus | \$6,986 | \$4,967 | \$1,814 | \$2,929 | \$7,650 | \$8,220 | \$17,774 | \$29,091 | \$21,131 | \$31,657 |

Travel: These accounts cover purchases of goods and services by U.S. persons traveling abroad and by foreign travelers in the United States for business or personal reasons. These goods and services include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit. U.S. travel transactions with both Canada and Mexico include border transactions, such as day trips for shopping and sightseeing.

Passenger Fares: These accounts cover the fares received by U.S. air carriers from foreign residents for travel between the United States and foreign countries and between two foreign points, the fares received by U.S. vessel operators for travel on cruise vessels, and the fares paid by U.S. residents to foreign air carriers for travel between the United States and foreign countries and foreign vessel operators for travel on cruise vessels.

(p) Preliminary.

Source: U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (May 2011).

U.S. Travel & Tourism Trends: International Visitor Spending

U.S. Travel and Tourism Trade: 2010^p

International Visitor Spending (Exports) and U.S. Spending Abroad (Imports)

[Millions of U.S. Dollars]

| Country / Region | Exports | | | | Imports | | | | Balance of Trade |
|----------------------------------------|-----------------|-------------------------|---------------------------------|----------------------|-----------------|-------------------------|---------------------------------|----------------------|------------------|
| | Travel Receipts | Passenger Fare Receipts | Total Travel & Tourism Receipts | 2010/2009 Change (%) | Travel Payments | Passenger Fare Payments | Total Travel & Tourism Payments | 2010/2009 Change (%) | |
| Total (All Countries) | \$103,094 | \$31,295 | \$134,389 | 12% | \$74,646 | \$28,086 | \$102,732 | 4% | \$31,657 |
| Canada | \$16,460 | \$4,331 | \$20,791 | 29% | \$6,522 | \$498 | \$7,020 | 13% | \$13,771 |
| Europe | \$29,405 | \$9,275 | \$38,680 | 2% | \$20,797 | \$12,586 | \$33,383 | 3% | \$5,297 |
| Belgium-Luxembourg | \$596 | \$269 | \$865 | -5% | \$223 | \$84 | \$307 | 8% | \$558 |
| France | \$3,142 | \$948 | \$4,090 | -1% | \$2,410 | \$1,464 | \$3,874 | 6% | \$216 |
| Germany | \$4,487 | \$1,291 | \$5,778 | 4% | \$2,607 | \$2,545 | \$5,152 | 11% | \$626 |
| Ireland | * | * | * | * | * | * | * | * | * |
| Italy | \$2,312 | \$899 | \$3,211 | 7% | \$3,084 | \$621 | \$3,705 | 2% | -\$494 |
| Netherlands | \$1,319 | \$541 | \$1,860 | 5% | \$1,086 | \$630 | \$1,716 | 3% | \$144 |
| Norway | * | * | * | * | * | * | * | * | * |
| Spain | * | * | * | * | * | * | * | * | * |
| Sweden | * | * | * | * | * | * | * | * | * |
| Switzerland | * | * | * | * | * | * | * | * | * |
| United Kingdom | \$8,638 | \$2,920 | \$11,558 | 1% | \$4,326 | \$3,679 | \$8,005 | 3% | \$3,553 |
| Other | \$8,911 | \$2,407 | \$11,318 | 151% | \$7,061 | \$3,563 | \$10,624 | 71% | \$694 |
| Latin America/Other Western Hemisphere | \$24,515 | \$8,942 | \$33,457 | 9% | \$24,077 | \$3,123 | \$27,200 | 2% | \$6,257 |
| South/Central America | \$21,583 | \$7,997 | \$29,580 | 12% | \$18,409 | \$2,559 | \$20,968 | 2% | \$8,612 |
| Argentina | \$1,486 | \$623 | \$2,109 | 22% | \$551 | \$62 | \$613 | -5% | \$1,496 |
| Brazil | \$4,236 | \$1,682 | \$5,918 | 30% | \$1,014 | \$283 | \$1,297 | 13% | \$4,621 |
| Chile | * | * | * | * | * | * | * | * | * |
| Mexico | \$6,121 | \$2,612 | \$8,733 | 9% | \$9,201 | \$697 | \$9,898 | 3% | -\$1,165 |
| Venezuela | \$1,738 | \$737 | \$2,475 | 3% | \$264 | \$55 | \$319 | -4% | \$2,156 |
| Other | \$8,002 | \$2,343 | \$10,345 | 14% | \$7,379 | \$1,462 | \$8,841 | 6% | \$1,504 |
| Other W. Hemisphere | \$3,389 | \$834 | \$4,223 | 0% | \$5,599 | \$632 | \$6,231 | 0% | -\$2,008 |
| Bermuda | * | * | * | * | * | * | * | * | * |
| Other | \$3,389 | \$834 | \$4,223 | 2% | \$5,599 | \$632 | \$6,231 | 4% | -\$2,008 |

Continued...

U.S. Travel & Tourism Trends: International Visitor Spending

U.S. Travel and Tourism Trade: 2010^p

...Continued

[Millions of U.S. Dollars]

| Country / Region | Exports | | | | Imports | | | | Balance of Trade |
|-----------------------------|-----------------|-------------------------|---------------------------------|----------------------|-----------------|-------------------------|---------------------------------|----------------------|------------------|
| | Travel Receipts | Passenger Fare Receipts | Total Travel & Tourism Receipts | 2010/2009 Change (%) | Travel Payments | Passenger Fare Payments | Total Travel & Tourism Payments | 2010/2009 Change (%) | |
| Africa | \$1,502 | \$532 | \$2,034 | 4% | \$3,270 | \$571 | \$3,841 | 1% | -\$1,807 |
| South Africa | \$276 | \$203 | \$479 | 17% | \$785 | \$141 | \$926 | 14% | -\$447 |
| Other | \$1,226 | \$329 | \$1,555 | 0% | \$2,485 | \$430 | \$2,915 | -3% | -\$1,360 |
| | | | | | | | | | |
| Middle East | \$3,058 | \$476 | \$3,534 | 14% | \$2,870 | \$2,033 | \$4,903 | 11% | -\$1,369 |
| Israel | * | * | * | * | * | * | * | * | * |
| Saudi Arabia | * | * | * | * | * | * | * | * | * |
| Other | \$3,058 | \$476 | \$3,534 | 194% | \$2,870 | \$2,033 | \$4,903 | 76% | -\$1,369 |
| | | | | | | | | | |
| Asia and Pacific | \$28,154 | \$7,738 | \$35,892 | 18% | \$17,110 | \$9,275 | \$26,385 | 3% | \$9,507 |
| Australia | \$3,440 | \$535 | \$3,975 | 16% | \$1,528 | \$823 | \$2,351 | 4% | \$1,624 |
| China | \$3,780 | \$1,225 | \$5,005 | 39% | \$2,567 | \$532 | \$3,099 | 14% | \$1,906 |
| Hong Kong | \$457 | \$139 | \$596 | 15% | \$1,065 | \$1,206 | \$2,271 | -1% | -\$1,675 |
| India | \$2,860 | \$1,131 | \$3,991 | 12% | \$2,109 | \$205 | \$2,314 | -11% | \$1,677 |
| Indonesia | * | * | * | * | * | * | * | * | * |
| Japan | \$10,187 | \$4,369 | \$14,556 | 12% | \$3,280 | \$1,322 | \$4,602 | -5% | \$9,954 |
| Korea, Republic of | \$3,343 | \$87 | \$3,430 | 30% | \$1,599 | \$2,038 | \$3,637 | 12% | -\$207 |
| Malaysia | * | * | * | * | * | * | * | * | * |
| New Zealand | * | * | * | * | * | * | * | * | * |
| Philippines | * | * | * | * | * | * | * | * | * |
| Singapore | \$501 | \$5 | \$506 | 31% | \$332 | \$251 | \$583 | 2% | -\$77 |
| Taiwan | \$1,037 | \$2 | \$1,039 | 17% | \$977 | \$1,464 | \$2,441 | 11% | -\$1,402 |
| Thailand | * | * | * | * | * | * | * | * | * |
| Other | \$2,549 | \$245 | \$2,794 | 344% | \$3,653 | \$1,434 | \$5,087 | 251% | -\$2,293 |
| | | | | | | | | | |
| Addenda: | | | | | | | | | |
| European Union ¹ | \$26,565 | \$8,386 | \$34,951 | 1% | \$18,507 | \$11,614 | \$30,121 | 3% | \$4,830 |
| Overseas ² | \$80,513 | \$24,352 | \$104,865 | 9% | \$58,923 | \$26,891 | \$85,814 | 3% | \$19,051 |

¹ The European Union includes Belgium, Denmark, France, Germany, Greece, Ireland, Italy, Luxembourg, Netherlands, Portugal, Spain, and the United Kingdom; beginning with 1995, it also includes Austria, Finland, and Sweden; and beginning with 2004, it also includes Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Slovakia, and Slovenia.

² Excludes Mexico & Canada.

(p) Preliminary.

(*) Released in October

Source: U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (May 2011).

U.S. Travel & Tourism Trends: International Visitor Spending

U.S. Goods Exports: 2005-2010 (Millions of U.S. Dollars)

| Export Categories (Goods) | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 ^p |
|--------------------------------------|-----------|-------------|-------------|-------------|-------------|-------------------|
| Total Goods Exports | \$909,016 | \$1,035,868 | \$1,160,366 | \$1,304,896 | \$1,068,499 | \$1,288,663 |
| Capital Goods | \$358,426 | \$404,026 | \$433,019 | \$457,655 | \$390,461 | \$445,910 |
| Industrial Supplies and Materials | \$242,361 | \$287,903 | \$329,511 | \$405,606 | \$307,650 | \$405,231 |
| Consumer Goods | \$115,285 | \$129,081 | \$145,975 | \$161,292 | \$150,044 | \$165,754 |
| Automotive Vehicles, Engines & Parts | \$98,406 | \$107,263 | \$121,264 | \$121,451 | \$81,715 | \$111,858 |
| Foods, Feeds, and Beverages | \$58,955 | \$65,962 | \$84,264 | \$108,349 | \$93,908 | \$107,699 |
| Other Goods | \$35,583 | \$41,633 | \$46,333 | \$50,543 | \$44,721 | \$52,211 |

U.S. Services Exports: 2005-2010 (Millions of U.S. Dollars)

| Export Categories (Services) | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 ^p |
|------------------------------|-----------|-----------|-----------|-----------|-----------|-------------------|
| Total Services Exports | \$372,171 | \$416,916 | \$488,299 | \$534,116 | \$502,298 | \$545,502 |
| Travel and Tourism | \$102,769 | \$107,825 | \$122,542 | \$141,380 | \$120,341 | \$134,389 |
| Travel | \$81,799 | \$85,789 | \$96,896 | \$109,976 | \$93,917 | \$103,094 |
| Passenger Fares | \$20,970 | \$22,036 | \$25,646 | \$31,404 | \$26,424 | \$31,295 |
| Royalties and License Fees | \$64,395 | \$70,727 | \$84,580 | \$93,920 | \$89,791 | \$95,807 |
| Other Transportation | \$31,704 | \$35,503 | \$40,315 | \$43,714 | \$35,406 | \$39,826 |
| Other Services | \$173,303 | \$202,861 | \$240,862 | \$255,102 | \$256,760 | \$275,480 |

The Contribution of Travel and Tourism: 2005-2010 (Millions of U.S. Dollars)

| | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 ^p |
|-----------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------------|
| Total Goods & Services Exports | \$1,281,186 | \$1,452,783 | \$1,648,665 | \$1,839,012 | \$1,570,797 | \$1,834,166 |
| Tourism as a % of Total Exports | 8% | 7% | 7% | 8% | 8% | 7% |
| Tourism as a % of Total Service Exports | 28% | 26% | 25% | 26% | 24% | 25% |

(p) Preliminary.

Source: U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (May 2011).

U.S. Travel & Tourism Trends: International Visitor Spending

U.S. Goods Imports 2005-2010 (Millions of U.S. Dollars)

| Import Categories (Goods) | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 ^p |
|--------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------------|
| Total Goods Imports | \$1,692,817 | \$1,875,324 | \$1,983,558 | \$2,139,548 | \$1,575,443 | \$1,935,740 |
| Industrial Supplies and Materials | \$536,322 | \$617,097 | \$655,959 | \$810,737 | \$476,494 | \$622,327 |
| Consumer Goods | \$411,534 | \$446,146 | \$478,201 | \$484,727 | \$430,712 | \$486,212 |
| Capital Goods | \$380,739 | \$419,950 | \$446,030 | \$455,226 | \$369,734 | \$449,710 |
| Automotive Vehicles, Engines & Parts | \$237,254 | \$254,291 | \$256,651 | \$231,210 | \$157,571 | \$225,110 |
| Food, Feeds, and Beverages | \$68,094 | \$74,938 | \$81,683 | \$88,997 | \$81,604 | \$91,721 |
| Other Goods | \$58,874 | \$62,902 | \$65,034 | \$68,651 | \$59,328 | \$60,660 |

U.S. Services Imports 2005-2010 (Millions of U.S. Dollars)

| Import Categories (Services) | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 ^p |
|------------------------------|-----------|-----------|-----------|-----------|-----------|-------------------|
| Total Services Imports | \$302,546 | \$336,700 | \$367,206 | \$398,266 | \$370,262 | \$394,153 |
| Travel and Tourism | \$95,119 | \$99,605 | \$104,768 | \$112,289 | \$99,210 | \$102,732 |
| Travel | \$68,970 | \$72,104 | \$76,331 | \$79,726 | \$73,230 | \$74,646 |
| Passenger Fares | \$26,149 | \$27,501 | \$28,437 | \$32,563 | \$25,980 | \$28,086 |
| Royalties and License Fees | \$24,612 | \$23,518 | \$24,931 | \$25,781 | \$25,230 | \$29,227 |
| Other Transportation | \$52,475 | \$53,466 | \$53,513 | \$53,702 | \$41,586 | \$48,953 |
| Other Services | \$130,340 | \$160,111 | \$183,994 | \$206,494 | \$204,236 | \$213,241 |

The Contribution of Travel and Tourism: 2005-2010 (Millions of U.S. Dollars)

| | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 ^p |
|-----------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------------|
| Total Goods & Services Imports | \$1,995,362 | \$2,212,023 | \$2,350,763 | \$2,537,814 | \$1,945,705 | \$2,329,893 |
| Tourism as a % of Total Imports | 5% | 5% | 4% | 4% | 5% | 4% |
| Tourism as a % of Total Service Imports | 31% | 30% | 29% | 28% | 27% | 26% |

(p) Preliminary.

Source: U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (May 2011).

U.S. Travel & Tourism Trends: International Visitor Spending

Balance of Trade (Goods) 2005-2010 (Millions of U.S. Dollars)

| Categories (Goods) | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 ^p |
|--------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------------|
| Total Goods Imports | (\$783,801) | (\$839,456) | (\$823,192) | (\$834,652) | (\$506,944) | (\$647,077) |
| Consumer Goods | (\$296,249) | (\$317,065) | (\$332,226) | (\$323,435) | (\$280,668) | (\$320,458) |
| Industrial Supplies and Materials | (\$293,961) | (\$329,194) | (\$326,448) | (\$405,131) | (\$168,844) | (\$217,096) |
| Automotive Vehicles, Engines & Parts | (\$138,848) | (\$147,028) | (\$135,387) | (\$109,759) | (\$75,856) | (\$113,252) |
| Other Goods | (\$23,291) | (\$21,269) | (\$18,701) | (\$18,108) | (\$14,607) | (\$8,449) |
| Capital Goods | (\$22,313) | (\$15,924) | (\$13,011) | \$2,429 | \$20,727 | (\$3,800) |
| Food, Feeds, and Beverages | (\$9,139) | (\$8,976) | \$2,581 | \$19,352 | \$12,304 | \$15,978 |

Balance of Trade (Services) 2005-2010 (Millions of U.S. Dollars)

| Categories (Services) | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 ^p |
|----------------------------|------------|------------|------------|-----------|-----------|-------------------|
| Total Services Imports | \$69,625 | \$80,216 | \$121,093 | \$135,850 | \$132,036 | \$151,349 |
| Travel and Tourism | \$7,650 | \$8,220 | \$17,774 | \$29,091 | \$21,131 | \$31,657 |
| Travel | \$12,829 | \$13,685 | \$20,565 | \$30,250 | \$20,687 | \$28,448 |
| Passenger Fares | (\$5,179) | (\$5,465) | (\$2,791) | (\$1,159) | \$444 | \$3,209 |
| Royalties and License Fees | \$39,783 | \$47,209 | \$59,649 | \$68,139 | \$64,561 | \$66,580 |
| Other Transportation | (\$20,771) | (\$17,963) | (\$13,198) | (\$9,988) | (\$6,180) | (\$9,127) |
| Other Services | \$42,963 | \$42,750 | \$56,868 | \$48,608 | \$52,524 | \$62,239 |

(p) preliminary.

Source: U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (May 2011).

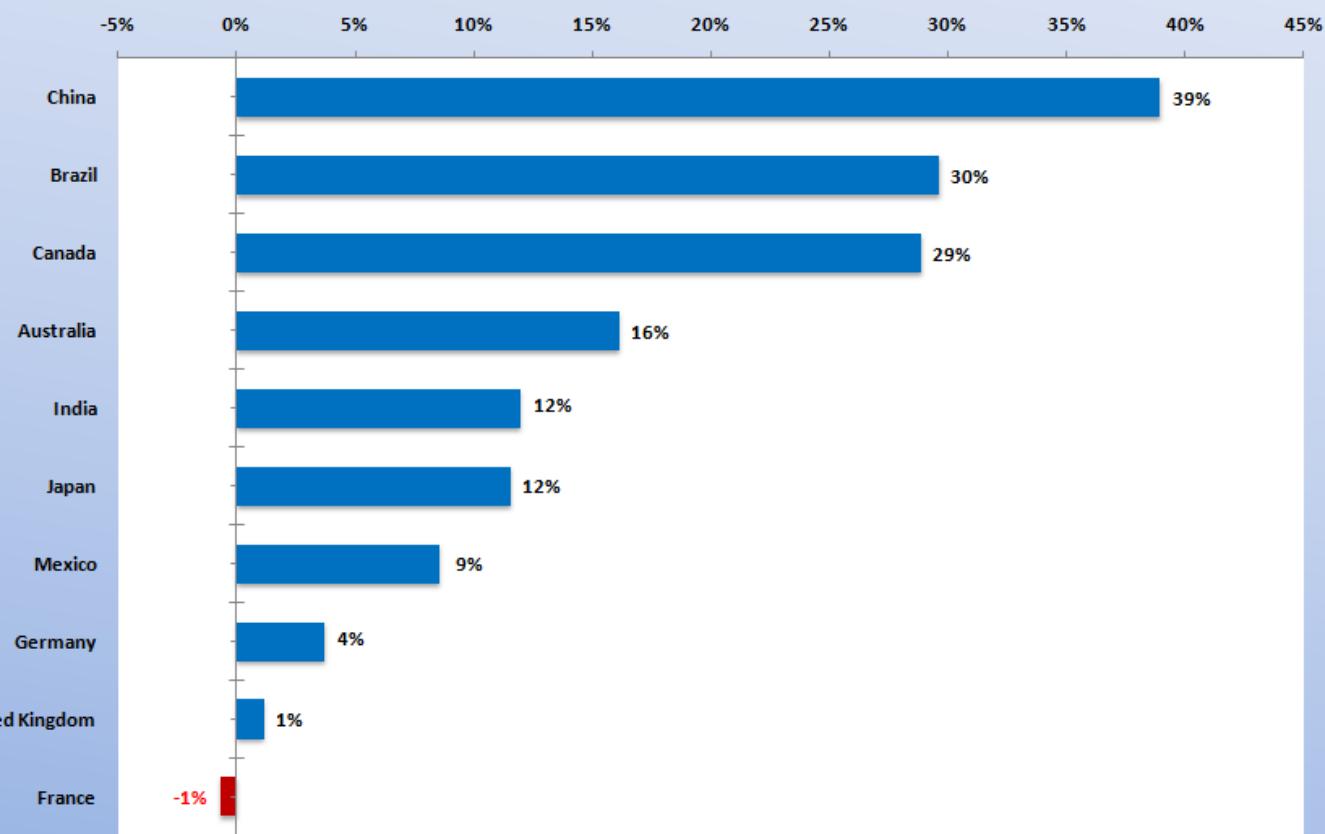


U.S. Travel & Tourism Trends: International Visitor Spending

International Visitor Spending: Top 10 Markets (Millions of U.S. Dollars)

| Country/Region | 2009 Receipts (Exports) | 2010 | | | | | |
|------------------------------|-------------------------------|-----------------------|-----------------|---------------|------------------------|--------------------------|-------------------------|
| | | Receipts (Exports) | Change (\$) | Change (%) | % of Total Spending | Cumulative % of Total | Rank (Total Exports) |
| Total (All Countries) | \$120,341 | \$134,389 | \$14,048 | 12% | - | - | - |
| Canada | \$16,132 | \$20,791 | \$4,659 | 29% | 15% | 15% | 1 |
| Japan | \$13,049 | \$14,556 | \$1,507 | 12% | 11% | 26% | 2 |
| United Kingdom | \$11,429 | \$11,558 | \$129 | 1% | 9% | 35% | 3 |
| Mexico | \$8,046 | \$8,733 | \$687 | 9% | 6% | 41% | 4 |
| Brazil | \$4,565 | \$5,918 | \$1,353 | 30% | 4% | 46% | 5 |
| Germany | \$5,572 | \$5,778 | \$206 | 4% | 4% | 50% | 6 |
| China | \$3,602 | \$5,005 | \$1,403 | 39% | 4% | 54% | 7 |
| France | \$4,119 | \$4,090 | -\$29 | -1% | 3% | 57% | 8 |
| India | \$3,565 | \$3,991 | \$426 | 12% | 3% | 60% | 9 |
| Australia | \$3,423 | \$3,975 | \$552 | 16% | 3% | 63% | 10 |

Change in 'International Visitor Spending in the United States' 2010 vs 2009 (Top 10 Countries)



U.S. Travel & Tourism Trends: International Visitor Spending

| Rank | Country | 2010 Spending |
|------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 |  | Canada (+29%) \$20.8 Billion Canadian visitors opened their wallets wider than ever before in 2010, spending nearly \$21 billion on travel and tourism-related goods and services in the United States. In fact, since the implementation of the Western Hemisphere Travel Initiative (WHTI) in 2007, the United States has enjoyed record levels of tourism spending from our neighbors to the north in three of the last four years. |
| 2 |  | Japan (+12%) \$14.6 Billion Declining in six of the last ten years, Japanese visitor spending in the United States increased 12% to \$14.6 billion in 2010, following a decrease of more than 10% in 2009 and a far cry from the record set in 1995 when Japanese visitors spent nearly \$18 billion experiencing the United States. Travel and tourism exports account for 31% of all U.S. services exports to Japan. |
| 3 |  | United Kingdom (+1%) \$11.6 Billion Total U.S. travel and tourism-related exports to the United Kingdom have dropped by nearly a third (31%) since 2008. Indeed, U.K. visitors spent nearly \$12 billion traveling in/to the United States in 2010, nearly \$5.2 billion less than was spent in 2008. U.S. travel and tourism exports account for 23% of all U.S. services exports to the United Kingdom. |
| 4 |  | Mexico (+9%) \$8.7 Billion Record-setting passenger fare exports to Mexico helped the United States export \$8.7 billion of travel and tourism-related goods and services to Mexico in 2010, an increase of nearly 9% and a much-welcomed improvement over 2009, when international visitor spending from Mexico fell 17%. U.S. travel and tourism exports account for 38% of all U.S. services exports to Mexico. |
| 5 |  | Brazil (+30%) \$5.9 Billion Seven consecutive years of increased visitor spending in the United States has propelled Brazil up the rankings to become the fifth largest international market for U.S. travel and tourism-related exports. In 2010 visitors from Brazil spent a record-setting \$5.9 billion on U.S. travel and tourism-related goods and services, an increase on nearly 30% when compared to 2009. |
| 6 |  | Germany (+4%) \$5.8 Billion Displaced by the growth of U.S. travel and tourism exports to Brazil, Germany dropped to sixth in terms of total international spending in the United States. Following a 17% decline in 2009, exports to Germany increased nearly 4% to \$5.8 billion in 2010. U.S. travel and tourism exports account for 23% of all U.S. services exports to Germany. |
| 7 |  | China (+39%) \$5.0 Billion U.S. travel and tourism exports to China have increased by at least 30% in six of the last seven years! Following an ever-so-slight decline (.33%) in 2009, international visitors from China spent slightly more than \$5 billion in the United States last year, an increase of 39%, moving China up one place in the rankings. U.S. travel and tourism exports account for 25% of all U.S. services exports to China. |
| 8 |  | France (-1%) \$4.1 Billion For the second consecutive year, U.S. travel and tourism exports to France have declined (decreasing 14% and 1% in 2009 and 2010, respectively). As a result, France loses its grip on seventh place to China and drops down to eighth in terms of total travel and tourism exports. <i>C'est la vie.</i> U.S. travel and tourism-related exports account for 24% of all U.S. services exports to France. |
| 9 |  | India (+12%) \$4.0 Billion Reversing the downturn in 2009, international visitor spending from India increased 12% in 2010 to \$4.0 billion, allowing India to maintain its ninth place ranking overall. India finished the year about \$300 million shy of its previous record set in 2008. U.S. travel and tourism exports account for 38% of all U.S. services exports to India. |
| 10 |  | Australia (+16%) \$4.0 Billion Record-setting international visitor spending in the United States secured Australia's tenth place position, a mere \$17 million short of moving up in the rankings. In 2010 visitors from Australia spent nearly \$4.0 billion on U.S. travel and tourism-related goods and services, an increase of more than 16% when compared to 2009. U.S. travel and tourism exports account for 30% of all U.S. services exports to Australia. |

U.S. Travel & Tourism Trends: International Visitor Spending

International Visitor Spending (Exports) and U.S. Spending Abroad (Imports)

[Millions of U.S. Dollars]

| Receipts (Exports) | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|--------------------|---------|---------|---------|----------|----------|----------|----------|----------|----------|----------|
| Total | \$8,363 | \$7,985 | \$9,167 | \$10,493 | \$11,719 | \$13,408 | \$16,414 | \$18,331 | \$16,132 | \$20,791 |
| % Change | -5% | -5% | 15% | 14% | 12% | 14% | 22% | 12% | -12% | 29% |
| Travel | \$6,595 | \$6,268 | \$6,855 | \$7,995 | \$9,088 | \$10,429 | \$13,036 | \$14,667 | \$12,819 | \$16,460 |
| % Change | -8% | -5% | 9% | 17% | 14% | 15% | 25% | 13% | -13% | 28% |
| Passenger Fares | \$1,768 | \$1,717 | \$2,312 | \$2,498 | \$2,631 | \$2,979 | \$3,378 | \$3,664 | \$3,313 | \$4,331 |
| % Change | 8% | -3% | 35% | 8% | 5% | 13% | 13% | 8% | -10% | 31% |
| Payments (Imports) | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
| Total | \$7,030 | \$7,083 | \$6,817 | \$7,734 | \$7,518 | \$7,765 | \$7,780 | \$7,241 | \$6,225 | \$7,020 |
| % Change | -1% | 1% | -4% | 13% | -3% | 3% | 0% | -7% | -14% | 13% |
| Travel | \$6,345 | \$6,489 | \$6,379 | \$7,293 | \$7,160 | \$7,394 | \$7,430 | \$6,879 | \$5,909 | \$6,522 |
| % Change | 1% | 2% | -2% | 14% | -2% | 3% | 0% | -7% | -14% | 10% |
| Passenger Fares | \$685 | \$594 | \$438 | \$441 | \$358 | \$371 | \$350 | \$362 | \$316 | \$498 |
| % Change | -14% | -13% | -26% | 1% | -19% | 4% | -6% | 3% | -13% | 58% |
| Balance of Trade | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
| Trade Surplus | \$1,333 | \$902 | \$2,350 | \$2,759 | \$4,201 | \$5,643 | \$8,634 | \$11,090 | \$9,907 | \$13,771 |

Travel: These accounts cover purchases of goods and services by U.S. persons traveling abroad and by foreign travelers in the United States for business or personal reasons. These goods and services include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit. U.S. travel transactions with both Canada and Mexico include border transactions, such as day trips for shopping and sightseeing.

Passenger Fares: These accounts cover the fares received by U.S. air carriers from foreign residents for travel between the United States and foreign countries and between two foreign points, the fares received by U.S. vessel operators for travel on cruise vessels, and the fares paid by U.S. residents to foreign air carriers for travel between the United States and foreign countries and foreign vessel operators for travel on cruise vessels.

Source: U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (May 2011).

U.S. Travel & Tourism Trends: International Visitor Spending

International Visitor Spending (Exports) and U.S. Spending Abroad (Imports)

[Millions of U.S. Dollars]

| Receipts (Exports) | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|--------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Total | \$11,700 | \$11,301 | \$10,017 | \$13,094 | \$16,524 | \$14,586 | \$14,470 | \$14,554 | \$13,049 | \$14,556 |
| % Change | -17% | -3% | -11% | 31% | 26% | -12% | -1% | 1% | -10% | 12% |
| Travel | \$8,902 | \$8,492 | \$7,595 | \$10,051 | \$12,719 | \$11,245 | \$11,019 | \$10,772 | \$9,483 | \$10,187 |
| % Change | -13% | -5% | -11% | 32% | 27% | -12% | -2% | -2% | -12% | 7% |
| Passenger Fares | \$2,798 | \$2,809 | \$2,422 | \$3,043 | \$3,805 | \$3,341 | \$3,451 | \$3,782 | \$3,566 | \$4,369 |
| % Change | -26% | 0% | -14% | 26% | 25% | -12% | 3% | 10% | -6% | 23% |
| Payments (Imports) | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
| Total | \$3,689 | \$3,925 | \$3,289 | \$3,632 | \$4,048 | \$4,253 | \$4,659 | \$5,205 | \$4,838 | \$4,602 |
| % Change | -4% | 6% | -16% | 10% | 11% | 5% | 10% | 12% | -7% | -5% |
| Travel | \$2,674 | \$2,874 | \$2,323 | \$2,467 | \$2,788 | \$2,970 | \$3,379 | \$3,745 | \$3,570 | \$3,280 |
| % Change | -8% | 7% | -19% | 6% | 13% | 7% | 14% | 11% | -5% | -8% |
| Passenger Fares | \$1,015 | \$1,051 | \$966 | \$1,165 | \$1,260 | \$1,283 | \$1,280 | \$1,460 | \$1,268 | \$1,322 |
| % Change | 8% | 4% | -8% | 21% | 8% | 2% | 0% | 14% | -13% | 4% |
| Balance of Trade | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
| Trade Surplus | \$8,011 | \$7,376 | \$6,728 | \$9,462 | \$12,476 | \$10,333 | \$9,811 | \$9,349 | \$8,211 | \$9,954 |

Travel: These accounts cover purchases of goods and services by U.S. persons traveling abroad and by foreign travelers in the United States for business or personal reasons. These goods and services include food, lodging, entertainment, gifts, transportation in the country of travel, and other items incidental to a foreign visit. U.S. travel transactions with both Canada and Mexico include border transactions, such as day trips for shopping and sightseeing.

Passenger Fares: These accounts cover the fares received by U.S. air carriers from foreign residents for travel between the United States and foreign countries and between two foreign points, the fares received by U.S. vessel operators for travel on cruise vessels, and the fares paid by U.S. residents to foreign air carriers for travel between the United States and foreign countries and foreign vessel operators for travel on cruise vessels.

Source: U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (May 2011).

U.S. Travel & Tourism Trends: International Visitor Spending

International Visitor Spending (Exports) and U.S. Spending Abroad (Imports)

[Millions of U.S. Dollars]

| Receipts (Exports) | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|--------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Total | \$11,308 | \$10,990 | \$11,259 | \$12,655 | \$13,492 | \$13,310 | \$14,938 | \$16,716 | \$11,429 | \$11,558 |
| % Change | -11% | -3% | 2% | 12% | 7% | -1% | 12% | 12% | -32% | 1% |
| Travel | \$8,587 | \$8,177 | \$8,579 | \$9,576 | \$10,684 | \$10,775 | \$11,936 | \$12,978 | \$8,753 | \$8,638 |
| % Change | -14% | -5% | 5% | 12% | 12% | 1% | 11% | 9% | -33% | -1% |
| Passenger Fares | \$2,721 | \$2,813 | \$2,680 | \$3,079 | \$2,808 | \$2,535 | \$3,002 | \$3,738 | \$2,676 | \$2,920 |
| % Change | -1% | 3% | -5% | 15% | -9% | -10% | 18% | 25% | -28% | 9% |
| Payments (Imports) | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
| Total | \$9,751 | \$8,851 | \$9,427 | \$10,522 | \$11,614 | \$10,469 | \$10,505 | \$10,529 | \$7,782 | \$8,005 |
| % Change | -13% | -9% | 7% | 12% | 10% | -10% | 0% | 0% | -26% | 3% |
| Travel | \$5,936 | \$5,561 | \$5,446 | \$6,071 | \$7,133 | \$5,697 | \$5,989 | \$5,735 | \$4,365 | \$4,326 |
| % Change | -7% | -6% | -2% | 11% | 17% | -20% | 5% | -4% | -24% | -1% |
| Passenger Fares | \$3,815 | \$3,290 | \$3,981 | \$4,451 | \$4,481 | \$4,772 | \$4,516 | \$4,794 | \$3,417 | \$3,679 |
| % Change | -20% | -14% | 21% | 12% | 1% | 6% | -5% | 6% | -29% | 8% |
| Balance of Trade | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
| Trade Surplus | \$1,557 | \$2,139 | \$1,832 | \$2,133 | \$1,878 | \$2,841 | \$4,433 | \$6,187 | \$3,647 | \$3,553 |

Travel: These accounts cover purchases of goods and services by U.S. persons traveling abroad and by foreign travelers in the United States for business or personal reasons. These goods and services include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit. U.S. travel transactions with both Canada and Mexico include border transactions, such as day trips for shopping and sightseeing.

Passenger Fares: These accounts cover the fares received by U.S. air carriers from foreign residents for travel between the United States and foreign countries and between two foreign points, the fares received by U.S. vessel operators for travel on cruise vessels, and the fares paid by U.S. residents to foreign air carriers for travel between the United States and foreign countries and foreign vessel operators for travel on cruise vessels.

Source: U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (May 2011).

U.S. Travel & Tourism Trends: International Visitor Spending

International Visitor Spending (Exports) and U.S. Spending Abroad (Imports)

[Millions of U.S. Dollars]

| Receipts (Exports) | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|--------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Total | \$6,269 | \$6,894 | \$6,858 | \$7,624 | \$8,483 | \$9,265 | \$9,525 | \$9,742 | \$8,046 | \$8,733 |
| % Change | 1% | 10% | -1% | 11% | 11% | 9% | 3% | 2% | -17% | 9% |
| Travel | \$5,320 | \$5,565 | \$5,700 | \$6,257 | \$6,774 | \$7,146 | \$7,194 | \$7,326 | \$5,991 | \$6,121 |
| % Change | 3% | 5% | 2% | 10% | 8% | 5% | 1% | 2% | -18% | 2% |
| Passenger Fares | \$949 | \$1,329 | \$1,158 | \$1,367 | \$1,709 | \$2,119 | \$2,331 | \$2,416 | \$2,055 | \$2,612 |
| % Change | -8% | 40% | -13% | 18% | 25% | 24% | 10% | 4% | -15% | 27% |
| Payments (Imports) | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
| Total | \$7,539 | \$8,526 | \$9,097 | \$10,177 | \$10,830 | \$10,904 | \$11,109 | \$11,125 | \$9,569 | \$9,898 |
| % Change | 0% | 13% | 7% | 12% | 6% | 1% | 2% | 0% | -14% | 3% |
| Travel | \$6,711 | \$7,732 | \$8,235 | \$9,317 | \$9,857 | \$10,003 | \$10,316 | \$10,236 | \$8,867 | \$9,201 |
| % Change | 1% | 15% | 7% | 13% | 6% | 1% | 3% | -1% | -13% | 4% |
| Passenger Fares | \$828 | \$794 | \$862 | \$860 | \$973 | \$901 | \$793 | \$889 | \$702 | \$697 |
| % Change | -10% | -4% | 9% | 0% | 13% | -7% | -12% | 12% | -21% | -1% |
| Balance of Trade | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
| Trade Surplus | -\$1,270 | -\$1,632 | -\$2,239 | -\$2,553 | -\$2,347 | -\$1,639 | -\$1,584 | -\$1,383 | -\$1,523 | -\$1,165 |

Travel: These accounts cover purchases of goods and services by U.S. persons traveling abroad and by foreign travelers in the United States for business or personal reasons. These goods and services include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit. U.S. travel transactions with both Canada and Mexico include border transactions, such as day trips for shopping and sightseeing.

Passenger Fares: These accounts cover the fares received by U.S. air carriers from foreign residents for travel between the United States and foreign countries and between two foreign points, the fares received by U.S. vessel operators for travel on cruise vessels, and the fares paid by U.S. residents to foreign air carriers for travel between the United States and foreign countries and foreign vessel operators for travel on cruise vessels.

Source: U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (May 2011).

U.S. Travel & Tourism Trends: International Visitor Spending

International Visitor Spending (Exports) and U.S. Spending Abroad (Imports)

[Millions of U.S. Dollars]

| Receipts (Exports) | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|--------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Total | \$2,532 | \$1,899 | \$1,688 | \$1,870 | \$2,201 | \$2,654 | \$3,129 | \$4,162 | \$4,565 | \$5,918 |
| % Change | -20% | -25% | -11% | 11% | 18% | 21% | 18% | 33% | 10% | 30% |
| Travel | \$1,821 | \$1,373 | \$1,214 | \$1,375 | \$1,577 | \$1,947 | \$2,284 | \$2,990 | \$3,318 | \$4,236 |
| % Change | -18% | -25% | -12% | 13% | 15% | 23% | 17% | 31% | 11% | 28% |
| Passenger Fares | \$711 | \$526 | \$474 | \$495 | \$624 | \$707 | \$845 | \$1,172 | \$1,247 | \$1,682 |
| % Change | -23% | -26% | -10% | 4% | 26% | 13% | 20% | 39% | 6% | 35% |
| Payments (Imports) | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
| Total | \$1,163 | \$938 | \$981 | \$946 | \$991 | \$1,012 | \$1,212 | \$1,279 | \$1,147 | \$1,297 |
| % Change | -16% | -19% | 5% | -4% | 5% | 2% | 20% | 6% | -10% | 13% |
| Travel | \$823 | \$662 | \$720 | \$687 | \$674 | \$749 | \$919 | \$953 | \$892 | \$1,014 |
| % Change | -17% | -20% | 9% | -5% | -2% | 11% | 23% | 4% | -6% | 14% |
| Passenger Fares | \$340 | \$276 | \$261 | \$259 | \$317 | \$263 | \$293 | \$326 | \$255 | \$283 |
| % Change | -12% | -20% | 9% | -5% | -2% | 11% | 23% | 4% | -6% | 14% |
| Balance of Trade | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
| Trade Surplus | \$1,369 | \$961 | \$707 | \$924 | \$1,210 | \$1,642 | \$1,917 | \$2,883 | \$3,418 | \$4,621 |

Travel: These accounts cover purchases of goods and services by U.S. persons traveling abroad and by foreign travelers in the United States for business or personal reasons. These goods and services include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit. U.S. travel transactions with both Canada and Mexico include border transactions, such as day trips for shopping and sightseeing.

Passenger Fares: These accounts cover the fares received by U.S. air carriers from foreign residents for travel between the United States and foreign countries and between two foreign points, the fares received by U.S. vessel operators for travel on cruise vessels, and the fares paid by U.S. residents to foreign air carriers for travel between the United States and foreign countries and foreign vessel operators for travel on cruise vessels.

Source: U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (May 2011).

U.S. Travel & Tourism Trends: International Visitor Spending

International Visitor Spending (Exports) and U.S. Spending Abroad (Imports)

[Millions of U.S. Dollars]

| Receipts (Exports) | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|--------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Total | \$3,743 | \$3,935 | \$3,803 | \$4,687 | \$4,892 | \$4,205 | \$5,156 | \$6,683 | \$5,572 | \$5,778 |
| % Change | -27% | 5% | -3% | 23% | 4% | -14% | 23% | 30% | -17% | 4% |
| Travel | \$2,936 | \$2,934 | \$2,953 | \$3,636 | \$3,810 | \$3,165 | \$4,007 | \$5,142 | \$4,434 | \$4,487 |
| % Change | -27% | 0% | 1% | 23% | 5% | -17% | 27% | 28% | -14% | 1% |
| Passenger Fares | \$807 | \$1,001 | \$850 | \$1,051 | \$1,082 | \$1,040 | \$1,149 | \$1,541 | \$1,138 | \$1,291 |
| % Change | -26% | 24% | -15% | 24% | 3% | -4% | 10% | 34% | -26% | 13% |
| Payments (Imports) | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
| Total | \$4,088 | \$3,806 | \$4,145 | \$4,679 | \$5,015 | \$5,155 | \$5,945 | \$6,302 | \$4,640 | \$5,152 |
| % Change | -12% | -7% | 9% | 13% | 7% | 3% | 15% | 6% | -26% | 11% |
| Travel | \$2,378 | \$2,275 | \$2,320 | \$2,511 | \$2,591 | \$2,559 | \$2,867 | \$2,956 | \$2,382 | \$2,607 |
| % Change | -12% | -4% | 2% | 8% | 3% | -1% | 12% | 3% | -19% | 9% |
| Passenger Fares | \$1,710 | \$1,531 | \$1,825 | \$2,168 | \$2,424 | \$2,596 | \$3,078 | \$3,346 | \$2,258 | \$2,545 |
| % Change | -12% | -10% | 19% | 19% | 12% | 7% | 19% | 9% | -33% | 13% |
| Balance of Trade | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
| Trade Surplus | -\$345 | \$129 | -\$342 | \$8 | -\$123 | -\$950 | -\$789 | \$381 | \$932 | \$626 |

Travel: These accounts cover purchases of goods and services by U.S. persons traveling abroad and by foreign travelers in the United States for business or personal reasons. These goods and services include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit. U.S. travel transactions with both Canada and Mexico include border transactions, such as day trips for shopping and sightseeing.

Passenger Fares: These accounts cover the fares received by U.S. air carriers from foreign residents for travel between the United States and foreign countries and between two foreign points, the fares received by U.S. vessel operators for travel on cruise vessels, and the fares paid by U.S. residents to foreign air carriers for travel between the United States and foreign countries and foreign vessel operators for travel on cruise vessels.

Source: U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (May 2011).

U.S. Travel & Tourism Trends: International Visitor Spending

International Visitor Spending (Exports) and U.S. Spending Abroad (Imports)

[Millions of U.S. Dollars]

| Receipts (Exports) | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|--------------------|---------|---------|---------|---------|----------|---------|---------|---------|---------|---------|
| Total | \$1,326 | \$1,185 | \$858 | \$1,115 | \$1,534 | \$2,071 | \$2,699 | \$3,614 | \$3,602 | \$5,005 |
| % Change | -7% | -11% | -28% | 30% | 38% | 35% | 30% | 34% | 0% | 39% |
| Travel | \$1,012 | \$958 | \$690 | \$894 | \$1,181 | \$1,642 | \$2,081 | \$2,717 | \$2,755 | \$3,780 |
| % Change | -10% | -5% | -28% | 30% | 32% | 39% | 27% | 31% | 1% | 37% |
| Passenger Fares | \$314 | \$227 | \$168 | \$221 | \$353 | \$429 | \$618 | \$897 | \$847 | \$1,225 |
| % Change | 3% | -28% | -26% | 32% | 60% | 22% | 44% | 45% | -6% | 45% |
| Payments (Imports) | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
| Total | \$1,407 | \$1,416 | \$1,155 | \$2,025 | \$2,591 | \$2,758 | \$3,152 | \$2,997 | \$2,722 | \$3,099 |
| % Change | 7% | 1% | -18% | 75% | 28% | 6% | 14% | -5% | -9% | 14% |
| Travel | \$1,226 | \$1,124 | \$994 | \$1,637 | \$2,104 | \$2,155 | \$2,458 | \$2,299 | \$2,262 | \$2,567 |
| % Change | 5% | -8% | -12% | 65% | 29% | 2% | 14% | -6% | -2% | 13% |
| Passenger Fares | \$181 | \$292 | \$161 | \$388 | \$487 | \$603 | \$694 | \$698 | \$460 | \$532 |
| % Change | 20% | 61% | -45% | 141% | 26% | 24% | 15% | 1% | -34% | 16% |
| Balance of Trade | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
| Trade Surplus | -\$81 | -\$231 | -\$297 | -\$910 | -\$1,057 | -\$687 | -\$453 | \$617 | \$880 | \$1,906 |

Travel: These accounts cover purchases of goods and services by U.S. persons traveling abroad and by foreign travelers in the United States for business or personal reasons. These goods and services include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit. U.S. travel transactions with both Canada and Mexico include border transactions, such as day trips for shopping and sightseeing.

Passenger Fares: These accounts cover the fares received by U.S. air carriers from foreign residents for travel between the United States and foreign countries and between two foreign points, the fares received by U.S. vessel operators for travel on cruise vessels, and the fares paid by U.S. residents to foreign air carriers for travel between the United States and foreign countries and foreign vessel operators for travel on cruise vessels.

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U.S. Travel & Tourism Trends: International Visitor Spending

International Visitor Spending (Exports) and U.S. Spending Abroad (Imports)

[Millions of U.S. Dollars]

| Receipts (Exports) | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|--------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Total | \$1,174 | \$1,145 | \$1,206 | \$1,391 | \$1,617 | \$2,558 | \$3,702 | \$4,289 | \$3,565 | \$3,991 |
| % Change | 2% | -2% | 5% | 15% | 16% | 58% | 45% | 16% | -17% | 12% |
| Travel | \$1,048 | \$1,093 | \$1,180 | \$1,367 | \$1,519 | \$1,865 | \$2,649 | \$3,028 | \$2,577 | \$2,860 |
| % Change | -6% | 4% | 8% | 16% | 11% | 23% | 42% | 14% | -15% | 11% |
| Passenger Fares | \$126 | \$52 | \$26 | \$24 | \$98 | \$693 | \$1,053 | \$1,261 | \$988 | \$1,131 |
| % Change | 241% | -59% | -50% | -8% | 308% | 607% | 52% | 20% | -22% | 14% |
| Payments (Imports) | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
| Total | \$846 | \$867 | \$890 | \$1,266 | \$1,680 | \$2,368 | \$2,211 | \$2,754 | \$2,606 | \$2,314 |
| % Change | -13% | 2% | 3% | 42% | 33% | 41% | -7% | 25% | -5% | -11% |
| Travel | \$723 | \$703 | \$723 | \$1,112 | \$1,493 | \$2,178 | \$2,069 | \$2,431 | \$2,402 | \$2,109 |
| % Change | -15% | -3% | 3% | 54% | 34% | 46% | -5% | 17% | -1% | -12% |
| Passenger Fares | \$123 | \$164 | \$167 | \$154 | \$187 | \$190 | \$142 | \$323 | \$204 | \$205 |
| % Change | 10% | 33% | 2% | -8% | 21% | 2% | -25% | 127% | -37% | 0% |
| Balance of Trade | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
| Trade Surplus | \$328 | \$278 | \$316 | \$125 | \$63 | \$190 | \$1,491 | \$1,535 | \$959 | \$1,677 |

Travel: These accounts cover purchases of goods and services by U.S. persons traveling abroad and by foreign travelers in the United States for business or personal reasons. These goods and services include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit. U.S. travel transactions with both Canada and Mexico include border transactions, such as day trips for shopping and sightseeing.

Passenger Fares: These accounts cover the fares received by U.S. air carriers from foreign residents for travel between the United States and foreign countries and between two foreign points, the fares received by U.S. vessel operators for travel on cruise vessels, and the fares paid by U.S. residents to foreign air carriers for travel between the United States and foreign countries and foreign vessel operators for travel on cruise vessels.

Source: U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (May 2011).

U.S. Travel & Tourism Trends: International Visitor Spending

International Visitor Spending (Exports) and U.S. Spending Abroad (Imports)

[Millions of U.S. Dollars]

| Receipts (Exports) | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|--------------------|----------|----------|----------|----------|----------|----------|----------|---------|---------|---------|
| Total | \$3,039 | \$2,752 | \$2,268 | \$2,668 | \$3,098 | \$2,857 | \$3,323 | \$4,782 | \$4,119 | \$4,090 |
| % Change | -17% | -9% | -18% | 18% | 16% | -8% | 16% | 44% | -14% | -1% |
| Travel | \$2,165 | \$1,974 | \$1,739 | \$2,008 | \$2,371 | \$2,289 | \$2,696 | \$3,797 | \$3,193 | \$3,142 |
| % Change | -18% | -9% | -12% | 15% | 18% | -3% | 18% | 41% | -16% | -2% |
| Passenger Fares | \$874 | \$778 | \$529 | \$660 | \$727 | \$568 | \$627 | \$985 | \$926 | \$948 |
| % Change | -14% | -11% | -32% | 25% | 10% | -22% | 10% | 57% | -6% | 2% |
| Payments (Imports) | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
| Total | \$4,573 | \$3,922 | \$3,617 | \$4,404 | \$4,578 | \$4,988 | \$4,804 | \$5,104 | \$3,640 | \$3,874 |
| % Change | -5% | -14% | -8% | 22% | 4% | 9% | -4% | 6% | -29% | 6% |
| Travel | \$3,423 | \$2,919 | \$2,528 | \$3,129 | \$2,937 | \$3,124 | \$3,129 | \$3,169 | \$2,256 | \$2,410 |
| % Change | -6% | -15% | -13% | 24% | -6% | 6% | 0% | 1% | -29% | 7% |
| Passenger Fares | \$1,150 | \$1,003 | \$1,089 | \$1,275 | \$1,641 | \$1,864 | \$1,675 | \$1,935 | \$1,384 | \$1,464 |
| % Change | -3% | -13% | 9% | 17% | 29% | 14% | -10% | 16% | -28% | 6% |
| Balance of Trade | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
| Trade Surplus | -\$1,534 | -\$1,170 | -\$1,349 | -\$1,736 | -\$1,480 | -\$2,131 | -\$1,481 | -\$322 | \$479 | \$216 |

Travel: These accounts cover purchases of goods and services by U.S. persons traveling abroad and by foreign travelers in the United States for business or personal reasons. These goods and services include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit. U.S. travel transactions with both Canada and Mexico include border transactions, such as day trips for shopping and sightseeing.

Passenger Fares: These accounts cover the fares received by U.S. air carriers from foreign residents for travel between the United States and foreign countries and between two foreign points, the fares received by U.S. vessel operators for travel on cruise vessels, and the fares paid by U.S. residents to foreign air carriers for travel between the United States and foreign countries and foreign vessel operators for travel on cruise vessels.

Source: U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (May 2011).

U.S. Travel & Tourism Trends: International Visitor Spending

International Visitor Spending (Exports) and U.S. Spending Abroad (Imports)

[Millions of U.S. Dollars]

| Receipts (Exports) | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|--------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Total | \$1,743 | \$1,812 | \$1,814 | \$2,554 | \$2,808 | \$3,054 | \$3,336 | \$3,733 | \$3,423 | \$3,975 |
| % Change | -27% | 4% | 0% | 41% | 10% | 9% | 9% | 12% | -8% | 16% |
| Travel | \$1,382 | \$1,473 | \$1,502 | \$2,074 | \$2,244 | \$2,482 | \$2,711 | \$3,040 | \$2,933 | \$3,440 |
| % Change | -26% | 7% | 2% | 38% | 8% | 11% | 9% | 12% | -4% | 17% |
| Passenger Fares | \$361 | \$339 | \$312 | \$480 | \$564 | \$572 | \$625 | \$693 | \$490 | \$535 |
| % Change | -32% | -6% | -8% | 54% | 18% | 1% | 9% | 11% | -29% | 9% |
| Payments (Imports) | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
| Total | \$2,311 | \$1,638 | \$1,685 | \$1,936 | \$2,089 | \$2,091 | \$2,313 | \$2,375 | \$2,251 | \$2,351 |
| % Change | 10% | -29% | 3% | 15% | 8% | 0% | 11% | 3% | -5% | 4% |
| Travel | \$1,549 | \$997 | \$1,037 | \$1,128 | \$1,188 | \$1,156 | \$1,343 | \$1,361 | \$1,472 | \$1,528 |
| % Change | 5% | -36% | 4% | 9% | 5% | -3% | 16% | 1% | 8% | 4% |
| Passenger Fares | \$762 | \$641 | \$648 | \$808 | \$901 | \$935 | \$970 | \$1,014 | \$779 | \$823 |
| % Change | 23% | -16% | 1% | 25% | 12% | 4% | 4% | 5% | -23% | 6% |
| Balance of Trade | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
| Trade Surplus | \$568 | \$174 | \$129 | \$618 | \$719 | \$963 | \$1,023 | \$1,358 | \$1,172 | \$1,624 |

Travel: These accounts cover purchases of goods and services by U.S. persons traveling abroad and by foreign travelers in the United States for business or personal reasons. These goods and services include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit. U.S. travel transactions with both Canada and Mexico include border transactions, such as day trips for shopping and sightseeing.

Passenger Fares: These accounts cover the fares received by U.S. air carriers from foreign residents for travel between the United States and foreign countries and between two foreign points, the fares received by U.S. vessel operators for travel on cruise vessels, and the fares paid by U.S. residents to foreign air carriers for travel between the United States and foreign countries and foreign vessel operators for travel on cruise vessels.

Source: U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (May 2011).

Sources:

U.S. Department of Commerce, Office of Travel & Tourism Industries.
U.S. Department of Commerce, Bureau of Economic Analysis.

For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts
- Travel Trade Barometer

For more information on the U.S. Travel and Tourism Satellite Accounts (TTSA), please visit:

<http://www.bea.gov/industry/iedguide.htm#TTSA>

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